FOR RELEASE

Cleveland Chapter

THE AMERICAN INSTITUTE OF ARCHITECTS

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CLEVELAND CHAPTER, A.I.A. PRESENTS "DESIGN AND THE CITY"
ARCHITECTURAL EXHIBITION AT THE CLEVELAND MUSEUM OF ART
December 11, 1968 - January 12, 1969

"Design and the City", an architectural exhibition, was conceived by the Cleveland Chapter of the American Institute of Architects as an instrument to coalesce the interest and efforts of the public and professionals alike in planning for the cohesive improvement of the physical Metropolitan Cleveland Area.

The formulation of this exhibit by the Cleveland Chapter A.I.A., funded by a grant from the George Gund Foundation of Cleveland, Ohio, consists of the efforts of over 60 architects, planners, engineers and designers as well as numerous public officials of the City and County, the Cleveland Board of Education, Case Western Reserve University, Greater Cleveland Growth Association and Seven County Transportation Study.

The exhibition will show, graphically, interesting physical features of the past and present of Cleveland, and illustrate possible directions for the future planning of this city. These sketches will be a major effort of the many professionals involved in the show's production. The project has been divided into teams responsible for designing and drafting possible directions of growth and development in five different areas of the City:

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Cleveland Chapter, A.I.A. Exhibition

1. Regional Cleveland viewed as a super city extending hundreds of miles east, west and south;

2. Downtown Cleveland illustrating new modes of transportation, and design proposals for prime identity locations including Public Square, Euclid Avenue and Playhouse Square;

3. The East Side --- its development and redevelopment potentials;

4. The Near West Side --- its development along the river into a major housing and recreation facility; and

5. The Lakefront --- its physical potential for accomodating various uses including housing, recreation, shipping and airport facilities.

This exhibition is looked upon by the Cleveland Chapter of the American Institute of Architects not so much as a set of solutions as such, but as an agent for engendering popular support for a "Cleveland Plan" in an emerging atmosphere of change and progress instituted in this city by the administration of Mayor Carl B. Stokes.

This 1968 effort is the Fifth Exhibition in a quarter of a century for the Cleveland Chapter and occurs during the administration of President Howard B. Cain under the Chairmanship of Robert A. Little. Co-Chairmen and team captains of the five sections are Calvin B. Dalton, Robert P. Madison, Walter S. Newman, Peter van Dijk and Richard A. Van Auken. Directing Public Relations are Richard Fleischman, Chairman, and Mrs. Robert Wismar, Women's League President. The designer representing the Museum is William E. Ward.

The exhibition may be viewed from December 11, 1968 to January 12, 1969 during the customary hours at The Cleveland Museum of Art.